

Revision:
Makegoods

ORDER

Print Date 10/25/12 14:44:04

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Orders
Order / Rev: 36845
Alt Order #: 07913992
Product Desc: DICKERSON/SS20/R
Estimate: 3427
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: GENERAL

WTVF

Primary AE: Fran Berg
Sales Office: WADC
Sales Region: National

Agency Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Steve Dickerson for State Senate
Demographic: A35-64
Product Codes: PO03
Priority: P4
Revenue Codes: AGY, POL, CAND

New Business Thru: 10/31/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	33	\$29,725.00	\$25,266.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	33	\$29,725.00	\$25,266.25	0.00
Totals	33	\$29,725.00	\$25,266.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTVF	40%	\$29,725.00
Market	100%	\$74,312.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$44,587.50
WCTE	0%	\$0.00
WHTN	0%	\$0.00
WJFB	0%	\$0.00
WKRN	0%	\$0.00
WNAB	0%	\$0.00
WNPX	0%	\$0.00
WPGD	0%	\$0.00
WSMV	0%	\$0.00
WUXP	0%	\$0.00
WZTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTVF	11/01/12	11/02/12	M-F 5a-6a	CM	5a-6a	---11--	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
MORN RPT ER ED<															
1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---11--			2			\$300.00		0.00			
3	WTVF	10/30/12	10/31/12		CM	6a-7a	-11----	:30	2	\$525.00	P4	0.00	NM	2	\$1,050.00

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Advertiser: Steve Dickerson for State Senate
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 WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6a-7a M-F 6a-7a										
				MORNING REPORT<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 -11----	2		\$525.00		0.00					
4	WTVF	10/31/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a --1-1--	:30	2	\$200.00	P4	0.00	NM	2	\$400.00
				CBS THS MRNG-2<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 --1-1--	2		\$200.00		0.00					
5	WTVF	10/31/12	11/02/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p --1-1-- (6:00 PM-6:30 PM)	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00
				6P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 --1-1--	2		\$750.00		0.00					
6	WTVF	11/05/12	11/05/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p M----- (6:00 PM-6:30 PM)	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				6P NEWS										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$750.00		0.00					
7	WTVF	10/30/12	11/01/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p -1-1--- (6:30 PM-7:00 PM)	:30	2	\$700.00	P4	0.00	NM	2	\$1,400.00
				630P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 -1-1---	2		\$700.00		0.00					
8	WTVF	11/05/12	11/05/12	M-F 6p-7p M-F 630p-7p	CM	630p-7p M----- (6:30 PM-7:00 PM)	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
				630P NEWS										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$700.00		0.00					
9	WTVF	10/31/12	11/02/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p	CM	10p-1035p --1-1--	:30	2	\$1,100.00	P4	0.00	NM	2	\$2,200.00
				10P NEWS	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 --1-1--	2		\$1,100.00		0.00					
10	WTVF	11/05/12	11/05/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-10-35p, Su 10p-10-35p(10:00 PM-10:30 PM)	CM	10p-1035p M-----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
				10P NEWS										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$1,100.00		0.00					
11	WTVF	10/30/12	11/01/12	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p -1-1---	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
				D LETTRMAN-CBS<	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 -1-1---	2		\$300.00		0.00					
12	WTVF	11/05/12	11/05/12	M-F 1035p-1135p M-F 1035p-1135p	CM	1035p-1135p M-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				D LETTRMAN-CBS<										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$300.00		0.00					
13	WTVF	11/02/12	11/02/12	M-F 1135p-1237a M-F 1135p-1237a	CM	1135p-1237a ----1--	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				FERGUSON	1/DAY									
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 10/29/12 11/04/12 ----1--	1		\$125.00		0.00					
14	WTVF	11/05/12	11/05/12	M-F 1135p-1237a M-F 1135p-1237a	CM	1135p-1237a M-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				FERGUSON										
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
				Week: 11/05/12 11/11/12 M-----	1		\$125.00		0.00					
15	WTVF	10/30/12	10/30/12		CM	658p-8p -T-----	:30	1	\$2,600.00	P4	0.00	NM	1	\$2,600.00

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Advertiser: Steve Dickerson for State Senate
 Product Desc: DICKERSON/SS20/R
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 WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue CBS Prime 7p-8p										
				NCIS										
				NCIS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----				1	\$2,600.00		0.00			
17	WTVF	11/01/12	11/01/12	Thu CBS Prime 9p-10p	CM	9p-10p ---T---	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				Elementary										
				ELEMENTARY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---				1	\$1,500.00		0.00			
18	WTVF	11/02/12	11/02/12	Fri CBS Prime 7p-8p	CM	658p-8p ----F--	:30	1	\$1,200.00	P4	0.00	NM	1	\$1,200.00
				CBS Prime										
				CBS VARIOUS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	----F--				1	\$1,200.00		0.00			
19	WTVF	11/02/12	11/02/12	Fri CBS Prime 9p-10p	CM	9p-10p ----F--	:30	1	\$1,600.00	P4	0.00	NM	1	\$1,600.00
				Blue Bloods										
				BLUE BLOOD-CBS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	----F--				1	\$1,600.00		0.00			
20	WTVF	11/03/12	11/03/12	Sat AM News 6a-9a	CM	558a-9a -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				Sa 6a-9a										
				WKND MORNG RPT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-				1	\$300.00		0.00			
22	WTVF	11/03/12	11/03/12	College Prime Games	CM	657p-10p -----S-	:30	2	\$3,600.00	P1	0.00	NM	2	\$7,200.00
				Bama v. LSU										
				SEC FTBL BAMA v LSU										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-				2	\$3,600.00		0.00			
23	WTVF	11/04/12	11/04/12	Sun AM News 6a-8a	CM	558a-8a -----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				Su 6a-8a										
				WKND MORNG RPT										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S				1	\$250.00		0.00			
25	WTVF	11/04/12	11/04/12	Sun 930a-10a	CM	930a-10a -----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
				Face the Nation										
				FACE NATN-CBS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S				1	\$800.00		0.00			
26	WTVF	11/04/12	11/04/12	Sun CBS Prime 6p-7p	CM	557p-7p -----S	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
				60 Minutes										
				60 MINUTES-CBS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S				1	\$2,000.00		0.00			
N27	WTVF	11/04/12	11/04/12	Sun Sports Central 1024p	CM	1024p-1050p -----S	:30	1	\$600.00	P4	0.00	NM	0	\$0.00
				Su Sports Central										
				SUN SPORTS CENTER										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S				1	\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTVF	10/29/12-11/04/12		Sun Sports Central 1024p-101024p-1050p	1024p-1050p		-----Su	:30	(\$600.00)		0.00	NM		
Credited														
28	WTVF	11/03/12	11/03/12	Sat News 6p-630p	CM	558p-630p -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				Sa 6p-630p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-----S-				1	\$300.00		0.00			
29	WTVF	11/05/12	11/05/12	M-F 6a-7a	CM	6a-7a 1-----	:30	1	\$525.00	P4	0.00	NM	1	\$525.00
				M-F 6a-7a										
				MORNING REPORT<										
				1/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 36845
Alt Order #: 07913992
Flight Dates: 10/30/12 - 11/05/12

Advertiser: Steve Dickerson for State Senate
Product Desc: DICKERSON/SS20/R
Estimate: 3427
WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	WTVF	11/05/12	11/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a 1-----	:30	1	\$525.00	P4	0.00	NM	1	\$525.00
MORNING REPORT<				1/DAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----	1		\$525.00		0.00					
N 30	WTVF	10/30/12	11/02/12	M-F 4p-430p M-F 4p-430P	CM	4p-430p -TWTF--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-TWTF--	1		\$600.00		0.00					
Totals												33	\$29,725.00	

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8

Agency	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314	Rep Firm	() WASHINGTON
Agency C/P1/P2/E	271/487/3427	Sales Office	() FRAN BERG
Agency C/P1/P2/E	271/487/3427	Salesperson	() FRAN BERG
Flight Dates	10/30/2012 - 11/05/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	202-872-8745

FRAN

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	5A-6A	MORN RPT ER ED<	:30	\$300.00	11/01-11/02	2	1	2	\$600.00	
Rating: 4.2												
Buyline Comment: 1/DAY												
	4	M	5A-6A	MORN RPT ER ED<	:30	\$300.00	11/05-11/05	0	0	0	\$0.00	
Rating: 4.2												
	5	TU-W	6A-7A	MORNING REPORT<	:30	\$525.00	10/30-10/31	2	1	2	\$1,050.00	
Rating: 6.1												
Buyline Comment: 1/DAY												
	8	W,F	8A-9A	CBS THS MRNG-2<	:30	\$200.00	10/31-11/02	2	1	2	\$400.00	
Rating: 2.8												
Buyline Comment: 1/DAY												
	11	W-TH	6P-630P	6P NEWS	:30	\$750.00	10/31-11/01	2	1	2	\$1,500.00	
Rating: 6.5												
Buyline Comment: 1/DAY												

Rep Order# 7913992 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36845

Printed: 10/25/2012 2:06 PM
Last Received: 10/25/2012 1:59 PM
Showing Buylines: All Lines

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Station WTVF-TV NASHVILLE TN
Advertiser () DICKERSON, STEVE
Product DICKERSON/SS20/R
Estimate# 3427
Buyer MICHELLE MORIE
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 271/487/3427
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	15	M	6P-630P	6P NEWS	:30	\$750.00	11/05-11/05	0	0	0	\$0.00	
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Rating: 6.5

	16	TU,TH	630P-7P	630P NEWS	:30	\$700.00	10/30-11/01	2	1	2	\$1,400.00	
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Rating: 6.5

Buyline Comment: 1/DAY

	18	M	630P-7P	630P NEWS	:30	\$700.00	11/05-11/05	1	1	1	\$700.00	
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Rating: 6.5

	19	W,F	10P-1030P	10P NEWS	:30	\$1,100.00	10/31-11/02	2	1	2	\$2,200.00	
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Rating: 8.2

Buyline Comment: 1/DAY

	22	M	10P-1030P	10P NEWS	:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
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Rating: 8.2

	23	TU,TH	1035P-1135P	D LETTIRMAN-CBS<	:30	\$300.00	10/30-11/01	2	1	2	\$600.00	
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Rating: 3.3

Buyline Comment: 1/DAY

	25	M	1035P-1135P	D LETTIRMAN-CBS<	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
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Rating: 3.3

	26	F	1135P-1235A	FERGUSON	:30	\$125.00	11/02-11/02	1	1	1	\$125.00	
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Rating: 1.8

	28	M	1135P-1235A	FERGUSON	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	
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Rating: 1.8

3 of 5

Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	() WASHINGTON
	815 SLATERS LANE	Sales Office (
	ALEXANDRIA, VA 22314	Salesperson () FRAN BERG
Agency C/P1/P2/E	271/487/3427		
Flight Dates	10/30/2012 - 11/05/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 14.0	29	TU	7P-8P	NCIS	:30	\$2,600.00	10/30-10/30	1	1	1	\$2,600.00	
	30	SU	8P-9P	GOOD WIFE	:30	\$2,000.00	11/04-11/04	0	0	0	\$0.00	
	Rating: 10.7											
Rating: 8.9	31	TH	9P-10P	ELEMENTARY	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
	32	F	7P-8P	CBS VARIOUS	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
Rating: 6.9												
Rating: 8.0	33	F	9P-10P	BLUE BLOOD-CBS	:30	\$1,600.00	11/02-11/02	1	1	1	\$1,600.00	
	34	SA	6A-9A	WKND MORNG RPT	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
Rating: 4.5												
Rating: 8.5	35	SA	230P-6P	SEC FOOTBALL	:30	\$3,000.00	11/03-11/03	0	0	0	\$0.00	
	36	SA	7P-10P	SEC FTBL BAMA V LSU	:30	\$3,600.00	11/03-11/03	2	1	2	\$7,200.00	
Rating: 14.5												
Rating: 6.1	37	SU	6A-8A	WKND MORNG RPT	:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
	38	SU	8A-930A	SUNDAY MRN-CBS	:30	\$800.00	11/04-11/04	0	0	0	\$0.00	
Rating: 7.7												
Rating: 5.1	39	SU	930A-10A	FACE NAIN-CBS	:30	\$800.00	11/04-11/04	1	1	1	\$800.00	

Rep Order# 7913992 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36845

Printed: 10/25/2012 2:06 PM
Last Received: 10/25/2012 1:59 PM
Showing Buylines: All Lines

4 of 5

Station WTVF-TV NASHVILLE TN
Advertiser () DICKERSON, STEVE
Product DICKERSON/SS20/R
Estimate# 3427
Buyer MICHELLE MORIE
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 271/487/3427
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	40	SU	6P-7P	60 MINUTES-CBS	:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
Rating: 13.0												

*41 SU 1025P-1045P SUN SPORTS CENTER :30 \$600.00 11/04-11/04 0 0 0 \$0.00
Rating: 6.1

Sales Remark: V7 CX 1X
V7 Comment Changed, Spots/week Changed

42 SA 6P-630P SAT 6P NEWS :30 \$300.00 11/03-11/03 1 1 1 \$300.00

43 M 6A-7A 6A NEWS :30 \$525.00 11/05-11/05 1 1 1 \$525.00

*44 TU-F 4P-430P 4P NEWS :30 \$600.00 10/30-11/02 1 1 1 \$600.00
Rating: 6.1

Sales Remark: V7 ADD
V7 Added

---REPORT TOTALS---

Report Totals: 32 / \$28,975.00

---SALES MONTHLY TOTALS---

Nov 12: 32 / \$28,975.00
Sales Totals: 32 / \$28,975.00
Station Totals: 32 / \$28,975.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$72,438
CABL 0% CBIA 0% CBIB 0% INTA 0% NCEP 0%
UNKN 60% WKRN 0% WNAB 0% WSMV 0% WTVF 40%
WUXP 0% WZTV 0%

Rep Order# 7913992 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 36845

Printed: 10/25/2012 2:06 PM
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5 of 5

Station WTVF-TV NASHVILLE TN
Advertiser () DICKERSON, STEVE
Product DICKERSON/SS20/R
Estimate# 3427
Buyer MICHELLE MORIE
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Agency () NATIONAL MEDIA RESEARCH PLANNING
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Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

Books null
Demos RA3564

**POLITICAL/ISSUE ADVERTISING
INQUIRY/REQUEST PUBLIC FILE FORM**

Instructions: *This form must be completed as to all requests, both oral and written, for broadcast time (1) to be used by or on behalf of a candidate for public office, or (2) involving a controversial issue of public importance (including political and legislative matters where there is no Use@ by a legally qualified candidate). It is to be kept in the station Public Inspection File for a period of two years.*

1. **Date and time of request:** 10/15/12
2. **Name of the person making request:** Michelle Morie
3. **Agency (if any):** National Media Research Planning
4. **Address of agency:** 815 Slaters Lane
Alexandria, VA 22314
5. **Telephone number of agency:** 703-683-4877
6. **Name of candidate or description of issue:** Steve Dickerson
7. **Name of candidates authorized committee or name of issue ad sponsor:** Steve Dickerson for Tenn State Senate 22
8. **Name of treasurer of candidates committee or issue ad sponsor contact:** Ward Baker
9. **Address of candidates committee or issue ad sponsor contact:** 522 Heather Place
Nashville, TN 37204
10. **Telephone number of candidates committee or issue ad sponsor contact:** 615-519-1896
11. **If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):**

Name: Ward Baker	Title: Campaign Manager
Name: _____	Title: _____
Name: _____	Title: _____
Name: _____	Title: _____
12. **Programs or times requested (use additional pages if necessary):** All dayparts
13. **Dates requested:** 4q '12
14. **Class of time requested (use additional pages if necessary):** candidate window rates
15. **Length of spot/program time requested (use additional pages if necessary):** 30"

16. Request made: In writing? _____ Orally? XX__
(if in writing, attach and retain)
17. Disposition of request: Granted _____
Not Granted _____

If not granted, state reason or reasons in space below. If denied in writing, attach and retain.
If granted, attach contract, invoice and schedule of date and time on which the ad(s) actually aired,
when available.)

18. If granted, rate charged
(use additional pages if necessary):

If the advertisement refers to a candidate, please complete Questions 19-24.

19. Name of candidate
(if different from Question 6 above):
20. Political party of candidate: Republican
21. Office for which candidate is running: State Senate District 20
22. Is it a: Federal Office? _____ State Office? X ____
Local Office? _____
23. Election for which candidate is
campaigning: General Election
24. Date of election: 11/6/12

If the request is by or on behalf of a candidate, please complete Questions 25-27.

25. Request for documentation that candidate
is legally qualified. (Attach any written
documentation received.) Yes _____ No _____
26. Date Political Disclosure Form submitted
to requestor:
27. If federal candidate, has candidate or
authorized committee signed Bipartisan
Campaign Reform Act (BCRA)
Certification?

*Note: For issue advertisements where there is no Use@ by a legally qualified candidate and the
advertisement does not relate to any political or legislative matter of national importance, the station
may elect to only complete Questions 1,2,3,4,5, 6, 7, 8, 9, 10, and 11 of this form.*

COMMENTS:

Fran Berg – Eagle TV Sales

Signature of Person Receiving Request On
Behalf of Station

36845

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WTVF	Date: 11/2/12
--	---

I, Jon Ferrell,

being/on behalf of: Steve Dickerson for State Senate, a legally

qualified candidate of the Republican political

party for the office of: TN State Senate

in the General Election

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges: \$ 24,628.45

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Steve Dickerson for State Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Ward Baker- Campaign Manager

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date

Jonathan W. Ferrell
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title